Strategic Data Governance and MDM Implementation Training Course



28 Dec 2026 - 01 Jan 2027

Vienna

5800 € (Per Person)

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Course Introduction / Overview:

This course provides a comprehensive exploration of Data Governance and Master Data Management (MDM), transforming abstract concepts into actionable strategies. In today's data-driven world, treating data as a strategic asset is paramount for competitive advantage and regulatory compliance. This program is meticulously designed to equip participants with the knowledge to build and implement robust data governance frameworks that ensure data quality, security, and value. We delve into the principles articulated by experts like David Loshin in his seminal work, "Master Data Management," to provide a solid theoretical and practical foundation. Participants will learn to navigate the complexities of establishing data stewardship, defining data policies, and managing the entire data lifecycle. BIG BEN Training Center has developed this course to bridge the gap between technical MDM implementation and strategic business objectives, ensuring that data initiatives deliver tangible ROI. By mastering both the governance structures and the MDM technologies that enforce them, attendees will be empowered to lead their organizations toward a future of data-driven excellence and operational efficiency, making informed decisions based on trusted, high-quality data.

Target Audience / This training course is suitable for:

- Data Architects and Data Modelers.
- IT Managers and Directors.
- Business Analysts and Systems Analysts.
- Data Stewards and Data Owners.
- Compliance, Risk, and Audit Professionals.
- Business Intelligence and Analytics Managers.
- Project Managers leading data-related initiatives.
- Chief Data Officers (CDOs) and aspiring data leaders.
- Database Administrators and Data Engineers.
- Enterprise Architects.

Target Sectors and Industries:

- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Retail and E-commerce.
- Telecommunications and Media.
- Manufacturing and Supply Chain.
- Energy and Utilities.
- Government Agencies and Public Sector Organizations.
- Technology and Software Development.
- Insurance and Risk Management.

Target Organizations Departments:

- Information Technology (IT).
- Data Management and Analytics.
- Compliance and Legal.
- Finance and Accounting.
- Operations and Logistics.
- Marketing and Sales.
- Business Intelligence (BI).
- Risk Management.
- Customer Relationship Management (CRM).

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive data governance framework tailored to organizational needs.
- Implement a successful Master Data Management (MDM) strategy from planning to execution.
- Establish clear data stewardship roles, responsibilities, and accountability structures.
- Define and enforce data quality standards, policies, and procedures.
- Master techniques for data profiling, cleansing, and enrichment.
- Design and deploy an effective data governance operating model.
- Select appropriate data governance and MDM tools and technologies.
- Create a business case and roadmap for data governance initiatives.
- Measure the effectiveness and ROI of data governance programs using key metrics.
- Navigate data privacy regulations like GDPR and CCPA within a governance context.
- Manage organizational change to foster a data-centric culture.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants not only learn the theory but can also apply it effectively in their professional roles. Our approach moves beyond traditional lectures to foster a dynamic learning environment. The course heavily relies on real-world case studies and business scenarios to illustrate the challenges and successes of data governance and MDM implementation. Participants will engage in collaborative group discussions and workshops, allowing them to share experiences and solve complex problems together. Hands-on exercises and practical simulations will be used to reinforce key concepts, from designing a data stewardship model to creating a data quality scorecard. Our expert instructors facilitate interactive sessions, encouraging questions and tailoring content to the specific needs of the attendees. Continuous feedback is a core component of the methodology, with structured Q&A sessions and peer reviews to ensure a deep and lasting understanding of the material. This blended learning approach guarantees that participants leave with both the strategic insights and the practical skills needed to drive data initiatives forward.

Course Agenda (Course Units):

Unit One Foundations of Data Governance

- The strategic importance of data as a corporate asset.
- Core concepts and definitions of data governance and MDM.
- The relationship between data governance, data quality, and data management.
- Key drivers for data governance including compliance, risk, and analytics.
- Understanding the Data Governance Institute (DGI) Framework.
- Identifying key stakeholders and their roles in data governance.
- Common pitfalls and success factors in data governance programs.

Unit Two Designing a Data Governance Framework

- Developing a vision, mission, and guiding principles for data governance.
- Establishing a Data Governance Office (DGO) and a Data Governance Council.
- Defining data stewardship roles and responsibilities across the enterprise.
- Creating and implementing data policies, standards, and procedures.
- Building a comprehensive business glossary and data dictionary.
- Introduction to data classification and data security governance.
- Developing a data governance implementation roadmap.

Unit Three Master Data Management (MDM) Concepts and Architecture

- Defining master data and identifying critical data domains (Customer, Product, etc.).
- Exploring different MDM implementation styles: Registry, Centralized, Coexistence, and Consolidation.
- Key components of an MDM architecture, including the MDM hub.
- Understanding reference data management and its role in MDM.
- Data integration patterns for MDM (ETL, EAI, SOA).
- The role of metadata management in supporting MDM initiatives.
- Evaluating and selecting MDM technology solutions.

Unit Four Implementing MDM and Ensuring Data Quality

- Planning and scoping an MDM implementation project.
- Techniques for data profiling and initial data quality assessment.
- Strategies for data cleansing, standardization, and enrichment.
- Defining data quality rules and validation processes.
- Establishing data quality metrics and monitoring dashboards.
- The process of matching, merging, and survivorship in MDM.
- Managing data hierarchies and relationships within the MDM hub.

Unit Five Sustaining Governance and Advanced Topics

- Implementing a change management plan to foster a data-driven culture.
- Developing communication strategies for the data governance program.
- Measuring the business value and ROI of data governance and MDM.
- Data ethics, privacy, and their intersection with data governance.
- The impact of cloud, big data, and AI on data governance practices.
- Introduction to data lineage and its importance for trust and compliance.
- Building a data governance maturity model for continuous improvement.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can an organization balance the stringent demands of data governance with the need for agile, data-driven innovation?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by providing a holistic and pragmatic approach that seamlessly integrates the strategic 'why' of data governance with the technical 'how' of Master Data Management implementation. Unlike programs that treat these as separate disciplines, we emphasize their symbiotic relationship, demonstrating how a robust governance framework is the essential foundation for successful MDM and trusted analytics. Our curriculum moves beyond theoretical models to focus on actionable implementation roadmaps, change management strategies, and the development of a tangible business case to secure executive buy-in. We utilize a rich array of real-world case studies from diverse industries, allowing participants to analyze both successes and failures to draw practical lessons. The course content is continuously updated to reflect emerging trends such as data ethics, AI in governance, and cloud data management, ensuring participants receive the most current and relevant knowledge. The emphasis is on building sustainable capabilities within an organization, empowering attendees to not just launch a data governance program but to nurture it into a mature, value-generating function that fosters a true data-driven culture.